

REP HEADLINE# 6394592
*** ORIGINAL, REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

*** OCT 24 / 12 11 - 34
*** WFTLA-TV ***

ADV # ADV. NAME ISS/AMER. CROSSROADS
AGY # AGY. NAME CROSSROADS MEDIA LLC

REF. # _____ OFF. # _____ SALESMAN # _____
BUYER NAME MICHELLE SANTUOSO
SALES PRSN WA- MEGHAN MCCARR (H) _____

ALEXANDRIA, VA 22314

ORDER # _____
CONTRACT # 6394592

FRDCT AMERICAN CROSSROADS EST#1274 COMMENTS: (LINE, ORDER,

FLIGHT DATES OCT30/12 NOV5/12 WK-1

WILLIAM B. BILLING NEDDE

REP: NEW ORDER
TTL \$208,725 @105X
TEN PER CENT
INTEREST

PLEASE CONTACT
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

WPA: 413,000

AGENCY ADVERTISER CODE = 11
AGENCY PRODUCT CODE = 27
AGENCY EST# = 1274

1 100P-200P 30 \$600.00 11/

PROGRAM : DAYS-OUR LIVES
CON COMI : DAYS-OUR LIVES

2 1000A-1030A 30 \$275.00 11/

PROGRAM : DAYTIME

ON COM: DAYTIME

3
1000P-1100P 30 10000.00 11/

PROGRAM : DATELINE FR-NBC
CON COM1 : DATELINE FR-NBC

REB HEADLINE# 6394592
*** ORIGINAL REV# ***

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CREDER WORKSHEET HARRIS REPORT FROM REP

OCT 24 / 12 11 - 34
* * * WFLA-TV * * *

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ORDER WORKSHEET HARRIS REPORT FROM REP

OCT24/1.2 11.34
*** WFIA-TV ***

REP HEADLINE # 6394592
*** ORIGINAL REVIEW ****

REP: TEL# 703-516-9399 FAX# 703-516-96300
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT 24 / 12 11 - 34

RUP HEADLINE 6364592
*** ORIGINAL REV 0 ***

REF: TEL# 703-516-9399 CREDIT ADVISORY: AGENCY ORDER WORKSHEET

CREDIT RISK !!!

FAX# 703-516-9680

HARRIS REPORT FROM REF

OCT 24 / 12 11.34
*** WFTLA-TV ***

REP HEADLINE# 6394592
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT 24 / 12.11 - 34
* * * W.F.T.A - "V" * * *

RRP
RECALL LINE # 6394592

ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 CREDIT ADVISORY: AGENCY ORDER WORKSHEET FAX# 703-516-9680
CREDIT RISK !!! HARRIS REPORT FROM REP

OCT 24 / 12 11 * 34
* * * WFLA-TV * * *

KER HEADLINE# 6394592
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP *

OCT 24 / 12 11 - 34
* * * WFLA-TV * * *

REP : HEADING# 6334522
* * * ORIGINL REV 4

REP : TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
SJRIR WORKSHEET HARRIS REPORT FROM REP
* * * WFLA-TV * * *

OCT24/12 11:34

| LINE#: | REP: | CD: | TIME PERIOD | LGTH: | SEC: | RATE | START: | END: | SPTS: | WEEK: | DAY: | TOTL: | :SPTS: |
|--------|------|-----|---|-------|------|------------|--------|-------|-------|-------|------|-------|--------|
| 67 | | | 700A-900A | 30 | | \$2,000.00 | 11/1 | 11/1 | | | | 1 | |
| 68 | | | PROGRAM : TODAY SHW CON COMI: TODAY SHW | | | | | | | | | | |
| 69 | | | PROGRAM : EXTRAS ET CON COMI: 900A-1000A | 30 | | \$2,200.00 | 11/1 | 11/1 | | | | 1 | |
| 70 | | | PROGRAM : TODAY SHW2-NBC CON COMI: TODAY SHW2-NBC | 30 | | \$1,050.00 | 11/1 | 11/1 | | | | 1 | |
| 71 | | | PROGRAM : DAYS-OUR LIVES CON COMI: DAYS-OUR LIVES | | | \$600.00 | 10/30 | 10/30 | | | | 1 | |
| 72 | | | PROGRAM : DAYTIME CON COMI: DAYTIME | 30 | | \$275.00 | 10/30 | 10/30 | | | | 1 | |
| 73 | | | PROGRAM : DAYTIME CON COMI: DAYTIME | 30 | | \$250.00 | 10/30 | 10/30 | | | | 1 | |
| 74 | | | PROGRAM : NEWS CHANNEL 3 @11PM CON COMI: NEWS CHANNEL 8 @11PM | 30 | | \$2,500.00 | 10/30 | 10/30 | | | | 1 | |
| 75 | | | PROGRAM : TODAY SHW3-NBC CON COMI: TODAY SHW3-NBC | 30 | | \$400.00 | 10/30 | 10/30 | | | | 1 | |
| | | | PROGRAM : RACHAEL RAY CON COMI: RACHAEL RAY | 30 | | \$450.00 | 10/30 | 10/30 | | | | 1 | |

REGISTRATION # 6594592
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER SHEET HARRIS REPORT FROM REP *

OCT 24 / 12 11 . 34
* * * WFLA-TV * * *

REP HEADING # 6394392
*** ORIGINAI REV#0 ***

REF: TEL# 703-516-9399 CREDIT RISK ! ! ! FAX# 703-516-9680
CREDIT ADVISORY: AGENCY HARRIS REPORT FROM REP
ORDER WORKSHEET

OCT 24 / 12 11 • 34
*** WFLA-TV ***

REP HEADLINE# 6394592
*** CIRCUMST REV#0 ***

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CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT 24 / 12 11 - 34
*** WFIA-TV ***

REP HEADLINE# 6394592
*** ORIGINAL REV#0 ***

REF: TEL# 703-516-9399 FAX# 703-516-9580
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
CREEK WORKSHEET HARRIS REPORT FROM REP OCT24/12 11-34
*** WELA-TV ***

| LINE# | REF# | CID: | TIME | PERIOD | LGTH | SEC | RATE | START | END | SPTS: | WEEK | DAY\$ | TOTL: | :SPTS: |
|--------|------|------|--------------------------|-----------|------|-----|------------|----------|-------|-----------|------|-------|-------|--------|
| 103 | | | 700A-900A | | 30 | | \$2,000.00 | 10/31 | 10/31 | 1 | | | 1 | |
| 104 | | | 730P-800P | | 30 | | \$2,200.00 | 10/31 | 10/31 | 1 | | | 1 | |
| 105 | | | 900A-1000A | | 30 | | \$1,050.00 | 10/31 | 10/31 | 1 | | | 1 | |
| | | | PROGRAM : TODAY SHW2-NBC | CON COM1: | | | | | | | | | | |
| | | | PROGRAM : TODAY SHW2-NBC | CON COM1: | | | | | | | | | | |
| NOV/12 | | | 208725.00 | | | | | | | | | | | |
| | | | | | | | | CONTRACT | TOTAL | | | | | |
| | | | | | | | | SPOTS | SPOTS | | | | | |
| | | | | | | | | | | 208725.00 | | | | |
| | | | | | | | | | | 105 | | | | |

MARKET TOTALS \$938,160 WFLA 22% WFTS 20% WTSP 32% WTWT 16% WTOG 2% WTMIA 1% WMOR 1%
SHARES ACCURATE WMOX 0% WXPX 0% WWSB 6% CABL 0%
SVC- NSI DFMS- RA35+K

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 817 Issue 1

News Channel 8
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WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

TBO
 Tampa Bay Online

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WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

| | | | | | |
|--------------------|----------------------------|--------------------------|---------------|----------------|--------------------|
| Client: | American Crossroads/ Issue | Submission Cost: | 195725 | Campaign Ref: | E:063945920 |
| Buyer: | " | Client/Product/Estimate: | 11/27/1274 | Sales Rep: | HRP Washington, DC |
| Schedule Dates: | 10/29/12 to 11/1/12 | Weeks: | 2 | Order Ref: | 06394592 |
| Est./PO Number: | 06394592 | Contract type: | Political | Business Type: | POLITICAL |
| Associated Copies: | NO | Business Category: | Transactional | | |

| | | | | | |
|--------------|---------------------|----------------|------|-------------|--------------------------|
| product: | American Crossroads | Booking Group: | WFLA | Key Market: | Tampa-St. Petersburg, FL |
| Demographic: | (L) Household | Order: | | | |

| Ref | Sales Product Details | Rev Type | | Rate | Spot Type | 10/29 | 11/05 | Total | Cost |
|----------------|---|----------|--|------------------------|--------------|-------|--------------|-------|-------|
| 1 | M-F 1p Days Of Our LivesF.. | 02 | | 600 | Nbr of Spots | 1 | 1 | 1 | 600 |
| 2 | M-F 10a NewsF.. | 02 | | 275 | Comme | 30 | Nbr of Spots | 1 | 1 |
| 3 | Fri 10p ET / 9p CT Dateline NBC FridayF.. | 01 | | 10000 | Comme | 30 | Nbr of Spots | 1 | 10000 |
| 4 | M-F 1030a ExtraF.. | 02 | | 250 | Comme | 30 | Nbr of Spots | 1 | 1 |
| 5 | M-F 1135p ET / 1035p CT Tonight ShowF.. | 01 | | 1300 | Nbr of Spots | 1 | 1 | 1 | 1300 |
| 6 | M-F 12p Today Show IIF.. | 01 | | 400 | Comme | 30 | Nbr of Spots | 1 | 1 |
| 7 | M-F 2p Rachael RayF.. | 02 | | 450 | Comme | 30 | Nbr of Spots | 1 | 1 |
| 8 | M-F 3p DoctorsF.. | 02 | | 750 | Comme | 30 | Nbr of Spots | 1 | 750 |
| 9 | M-F 4p Dr Oz | 01 | | 1130 | Nbr of Spots | 1 | 1 | 1 | 1130 |
| Weekly Totals: | | | | Total Spots(Ord Spots) | | 82 | 20 | 102 | |
| | | | | | | | | | |

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 817 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 226-8888

Original

| | | |
|--|---|-------------------------------------|
| Client: American Crossroads/ Issue | Submission Cost: 195725 | Campaign Ref: E:063945920 |
| Buyer: " | Sales Rep: HRP Washington, DC | |
| Schedule Dates: 10/29/12 to 11/11/12 | Order Ref: 06394592 | |
| Est./PO Number: 06394592 | Business Type: POLITICAL | |
| Associated Copies: No | Business Category: Transactional | |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 10/29 | 11/05 | Total | Cost |
|-----------------------|--|----------|------|-------------------------------|-------|-------|-------|------|
| 10 | ...F.. M-F 5a News | 01 | 300 | Comme | | | 1 | 300 |
| 11 | ...F.. M-F 5p News | 01 | 1700 | Comme | | | 1 | 1700 |
| 12 | ...F.. M-F 530a News | 01 | 550 | Nbr of Spots | 1 | | 1 | 550 |
| 13 | ...F.. M-F 530p News | 01 | 1700 | Comme | | | 1 | 1700 |
| 14 | ...F.. M-F 6p News | 01 | 2600 | Nbr of Spots | 1 | | 1 | 2600 |
| 15 | ...F.. M-F 6a News | 01 | 1500 | Comme | | | 1 | 1500 |
| 16 | ...F.. M-F 630p ET/ 530p CTV NBC Nightly News | 01 | 7000 | Nbr of Spots | 1 | | 1 | 7000 |
| 17 | ...F.. M-F 7p News | 01 | 2200 | Comme | | | 1 | 2200 |
| 18 | ...F.. M-F 7a Today Show | 01 | 2000 | Nbr of Spots | 1 | | 1 | 2000 |
| 19 | ...F.. M-F 730p Entertainment Tonight | 01 | 2200 | Comme | | | 1 | 2200 |
| Weekly Totals: | | | | Total Spots(Ord Spots) | 82 | 20 | 102 | |

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Original

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|---------------------------|----------------------------|--|---------------------------------|---------------|-----------------------|--------------------|
| Client: | American Crossroads/ Issue | | Submission Cost: | 195725 | Campaign Ref: | E:063945920 |
| Buyer: | 10/29/12 to 11/11/12 | | Client/Product/Estimate: | 11/27/1274 | Sales Rep: | HRP Washington, DC |
| Schedule Dates: | 06394592 | | Weeks: | 2 | Order Ref: | 06394592 |
| Est./PO Number: | | | Contract type: | Political | Business Type: | POLITICAL |
| Associated Copies: | No | | Business Category: | Transactional | | |

| Ref | Sales Product Details | Rev Type | | Rate | Spot Type | 10/29 | 11/05 | Total | Cost |
|---|---|----------|--|------|-------------|-------------------|-------|-------|------|
| 20 | M-F 9a Today Show IIF.. | 01 | | 1050 | 30 Comme | Nbr of Spots 1 | 1 | 1 | 1050 |
| 21 | M-F 1p Days Of Our Lives M..... | 02 | | 600 | 30 Comme | Nbr of Spots 1 | 1 | 1 | 600 |
| 22 | M-F 10a News M..... | 02 | | 275 | 30 Comme | Nbr of Spots 1 | 1 | 1 | 275 |
| 23 | M-F 1030a Extra M..... | 02 | | 250 | 30 Comme | Nbr of Spots 1 | 1 | 1 | 250 |
| 24 | M-Su 11p News M..... | 01 | | 2500 | 30 Comme | Nbr of Spots 1 | 1 | 1 | 2500 |
| 25 | M-F 1135p ET / 1035p CTTonight Show M..... | 01 | | 1300 | 30 Comme | Nbr of Spots 1 | 1 | 1 | 1300 |
| 26 | M-F 12p Today Show III M..... | 01 | | 400 | 30 Comme | Nbr of Spots 1 | 1 | 1 | 400 |
| 27 | M-F 2p Rachael Ray M..... | 02 | | 450 | 30 Comme | Nbr of Spots 1 | 1 | 1 | 450 |
| 28 | M-F 3p Doctors M..... | 02 | | 750 | 30 Comme | Nbr of Spots 1 | 1 | 1 | 750 |
| 29 | M-F 4p Dr Oz M..... | 01 | | 1130 | 30 Comme | Nbr of Spots 1 | 1 | 1 | 1130 |
| 30 | M-F 5a News M..... | 01 | | 300 | 30 Comme | Nbr of Spots 1 | 1 | 1 | 300 |
| Weekly Totals: [Total Spots(Ord Spots) | | | | 82 | | 20 | 102 | | |

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Original

| | | |
|-------------------------------------|--------------------------------------|----------------------------------|
| Client: American Crossroads/Issue | Submission Cost: 195725 | Campaign Ref: E.063945920 |
| Buyer: | Client/Product/Estimate: 11/27/12/24 | Sales Rep: HRP Washington, DC |
| Schedule Dates: 10/29/12 to 11/1/12 | Order Ref: 06394592 | Order Ref: 06394592 |
| Est./P.O. Number: 06394592 | Contract type: 2 | Business Type: POLITICAL |
| Associated Copies: No | Political | Business Category: Transactional |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 10/29 | 11/05 | Total | Cost |
|--|---|----------|------|-----------|-------|-------|--------------|-------|
| 31 | M-F 5p News | 01 | | | 1700 | 30 | Nbr of Spots | 1 |
| | M..... | | | | | | | 1 |
| | | | | Comme | | | | 1700 |
| 32 | M-F 530a News | 01 | | | 550 | 30 | Nbr of Spots | 1 |
| | M..... | | | | | | | 550 |
| 33 | M-F 530p News | 01 | | | 1700 | 30 | Nbr of Spots | 1 |
| | M..... | | | | | | | 1700 |
| 34 | M-F 6p News | 01 | | | 2600 | 30 | Nbr of Spots | 1 |
| | M..... | | | | | | | 2600 |
| 35 | M-F 6a News | 01 | | | 1500 | 30 | Nbr of Spots | 1 |
| | M..... | | | | | | | 1500 |
| 36 | M-F 7p News | 01 | | | 2200 | 30 | Nbr of Spots | 1 |
| | M..... | | | | | | | 2200 |
| 37 | M-F 7a Today Show | 01 | | | 2000 | 30 | Nbr of Spots | 1 |
| | M..... | | | | | | | 2000 |
| 38 | M-F 730p Entertainment Tonight | 01 | | | 2200 | 30 | Nbr of Spots | 1 |
| | M..... | | | | | | | 2200 |
| 39 | Mon 8-10p | 02 | | | 15000 | 30 | Nbr of Spots | 1 |
| | M..... | | | | | | | 15000 |
| 40 | M-F 9a Today Show II | 01 | | | 1050 | 30 | Nbr of Spots | 1 |
| | M..... | | | | | | | 1050 |
| 41 | Sat 1130p ET / 1030p CT Saturday Night Live | 01 | | | 2650 | 30 | Nbr of Spots | 1 |
| | | | | | | | | 2650 |
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Original

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| Client: | American Crossroads/ Issue | Submission Cost: | 195725 | Campaign Ref: | E.063945920 |
| Buyer: | ... | Client/Product/Estimate: | 11/27/12/274 | Sales Rep: | HRP Washington, DC |
| Schedule Dates: | 10/29/12 to 11/11/12 | Weeks: | 2 | Order Ref: | 06394592 |
| Est./PO Number: | 06394592 | Contract type: | Political | Business Type: | POLITICAL |
| Associated Copies: | No | Business Category: | Transactional | | |

| Ref | Sales Product Details | Rev Type | | Rate | Spot Type | 10/29 | 11/05 | Total | Cost |
|-----|---|----------|--|-------|-----------|---------------------------------------|-------|-------|-------|
| 42 | Sat 7a Today Show | 01 | | 1000 | Comme | | | | 1000 |
| 43 | Sat 9a News | 01 | | 600 | Comme | Nbr of Spots | 1 | 1 | 600 |
| 44 | Sun 10a Meet The Press | 01 | | 6500 | Comme | Nbr of Spots | 1 | 1 | 6500 |
| 45 | Sun 6p News | 01 | | 1600 | Comme | Nbr of Spots | 1 | 1 | 1600 |
| 46 | Sun 630p ET / 530p CT NBC Nightly News | 01 | | 8000 | Comme | Nbr of Spots | 1 | 1 | 8000 |
| 47 | Sun 8a Today Show | 01 | | 1100 | Comme | Nbr of Spots | 1 | 1 | 1100 |
| 48 | Sun 815p ET / 715p CT NBC Sunday Night Football | 01 | | 28000 | Comme | Nbr of Spots | 1 | 1 | 28000 |
| 49 | Sun 9a News | 01 | | 600 | Comme | Nbr of Spots | 1 | 1 | 600 |
| 50 | M-F 1p Days Of Our Lives | 02 | | 600 | Comme | Nbr of Spots | 1 | 1 | 600 |
| 51 | M-F 10a News | 02 | | 275 | Comme | Nbr of Spots | 1 | 1 | 275 |
| | | | | | | Weekly Totals: Total Spots(Ord Spots) | 82 | 20 | 102 |

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| Schedule Dates: | 10/29/12 to 11/11/12 | Weeks: | 2 | Order Ref: | 06394592 |
| Est./PO Number: | 06394592 | Contract type: | Political | Business Type: | POLITICAL |
| Associated Copies: | No | Business Category: | Transactional | | |

Original

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|--|-----------------------|----------|--|------|-------------|--------------|-------|-------|------|
| 52 | M-F 1030a Extra | 02 | | 250 | 30 Comme | Nbr of Spots | 1 | 1 | 250 |
| | ...T... | | | | | | | | |
| 53 | M-Su 11p News | 01 | | 2500 | 30 Comme | Nbr of Spots | 1 | 1 | 2500 |
| | ...T... | | | | | | | | |
| 54 | M-F 12p Today Show II | 01 | | 400 | 30 Comme | Nbr of Spots | 1 | 1 | 400 |
| | ...T... | | | | | | | | |
| 55 | M-F 2p Rachael Ray | 02 | | 450 | 30 Comme | Nbr of Spots | 1 | 1 | 450 |
| | ...T... | | | | | | | | |
| 56 | M-F 3p Doctors | 02 | | 750 | 30 Comme | Nbr of Spots | 1 | 1 | 750 |
| | ...T... | | | | | | | | |
| 57 | M-F 4p Dr Oz | 01 | | 1130 | 30 Comme | Nbr of Spots | 1 | 1 | 1130 |
| | ...T... | | | | | | | | |
| 58 | M-F 5a News | 01 | | 300 | 30 Comme | Nbr of Spots | 1 | 1 | 300 |
| | ...T... | | | | | | | | |
| 59 | M-F 5p News | 01 | | 1700 | 30 Comme | Nbr of Spots | 1 | 1 | 1700 |
| | ...T... | | | | | | | | |
| 60 | M-F 530a News | 01 | | 550 | 30 Comme | Nbr of Spots | 1 | 1 | 550 |
| | ...T... | | | | | | | | |
| 61 | M-F 530p News | 01 | | 1700 | 30 Comme | Nbr of Spots | 1 | 1 | 1700 |
| | ...T... | | | | | | | | |
| 62 | M-F 6p News | 01 | | 2600 | 30 Comme | Nbr of Spots | 1 | 1 | 2600 |
| | ...T... | | | | | | | | |
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 Tampa, FL 33601

PHONE (813) 228-8888

Original

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| Buyer: " " | Client/Product/Estimate: 11/27/1274 | Sales Rep: HRP Washington, DC |
| Schedule Dates: 10/29/12 to 11/1/12 | Weeks: 2 | Order Ref: 06394592 |
| Est./PO Number: 06394592 | Contract type: Political | Business Type: POLITICAL |
| Associated Copies: No | Business Category: Transactional | |

| Ref | Sales Product Details | Rev Type | | Rate | Spot Type | 10/29 | 11/05 | Total | Cost |
|-----------------------|--------------------------------|----------|--|------|-----------------|------------------------|-------|-------|------|
| 63 | M-F 7p News | 01 | | 2200 | 30 Nbr of Spots | 1 | 1 | 2200 | 2200 |
| | T.... | | | | | | | | |
| 64 | M-F 7a Today Show | 01 | | 2000 | 30 Nbr of Spots | 1 | 1 | 2000 | 2000 |
| | T.... | | | | | | | | |
| 65 | M-F 730p Entertainment Tonight | 01 | | 2200 | 30 Nbr of Spots | 1 | 1 | 2200 | 2200 |
| | T.... | | | | | | | | |
| 66 | M-F 9a Today Show II | 01 | | 1050 | 30 Nbr of Spots | 1 | 1 | 1050 | 1050 |
| | T.... | | | | | | | | |
| 67 | M-F 1p Days Of Our Lives | 02 | | 600 | 30 Nbr of Spots | 1 | 1 | 600 | 600 |
| | T.... | | | | | | | | |
| 68 | M-F 10a News | 02 | | 275 | 30 Nbr of Spots | 1 | 1 | 275 | 275 |
| | T.... | | | | | | | | |
| 69 | M-F 1030a Extra | 02 | | 250 | 30 Nbr of Spots | 1 | 1 | 250 | 250 |
| | T.... | | | | | | | | |
| 70 | M-Su 11p News | 01 | | 2500 | 30 Nbr of Spots | 1 | 1 | 2500 | 2500 |
| | T.... | | | | | | | | |
| 71 | M-F 12p Today Show III | 01 | | 400 | 30 Nbr of Spots | 1 | 1 | 400 | 400 |
| | T.... | | | | | | | | |
| 72 | M-F 2p Rachael Ray | 02 | | 450 | 30 Nbr of Spots | 1 | 1 | 450 | 450 |
| | T.... | | | | | | | | |
| 73 | M-F 3p Doctors | 02 | | 750 | 30 Nbr of Spots | 1 | 1 | 750 | 750 |
| | T.... | | | | | | | | |
| Weekly Totals: | | | | | | 82 | 20 | 102 | |
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|---------------------------------|----------------------------|--|--|
| Client: | American Crossroads/ Issue | | |
| Buyer: | .. | | |
| Schedule Dates: | 10/29/12 to 11/11/12 | | |
| Est./PO Number: | 06394592 | | |
| Associated Copies: | No | | |
| Submission Cost: | 195725 | | |
| Client/Product/Estimate: | 11/27 /274 | | |
| Weeks: | 2 | | |
| Contract type: | Political | | |
| Campaign Ref: | E:063945920 | | |
| Sales Rep: | HRP Washington, DC | | |
| Order Ref: | 06394592 | | |
| Business Type: | POLITICAL | | |
| Business Category: | Transactional | | |

| Ref | Sales Product Details | Rev Type | | Rate | Spot Type | 10/29 | 11/05 | Total | Cost |
|---------------------------------------|--------------------------------|----------|----|------|-----------|-------|-------|--------------|------|
| 74 | M-F 4p Dr Oz | T..... | 01 | | | 1130 | 30 | Nbr of Spots | 1 |
| 75 | M-F 5a News | T..... | 01 | | | 300 | 30 | Nbr of Spots | 1 |
| 76 | M-F 5p News | T..... | 01 | | | 1700 | 30 | Nbr of Spots | 1 |
| 77 | M-F 530a News | T..... | 01 | | | 550 | 30 | Nbr of Spots | 1 |
| 78 | M-F 530p News | T..... | 01 | | | 1700 | 30 | Nbr of Spots | 1 |
| 79 | M-F 6p News | T..... | 01 | | | 2600 | 30 | Nbr of Spots | 1 |
| 80 | M-F 7p News | T..... | 01 | | | 2200 | 30 | Nbr of Spots | 1 |
| 81 | M-F 7a Today Show | T..... | 01 | | | 2000 | 30 | Nbr of Spots | 1 |
| 82 | M-F 730p Entertainment Tonight | T..... | 01 | | | 2200 | 30 | Nbr of Spots | 1 |
| 83 | M-F 9a Today Show II | T..... | 01 | | | 1050 | 30 | Nbr of Spots | 1 |
| 84 | M-F 1p Days Of Our Lives | W.... | 02 | | | 600 | 30 | Nbr of Spots | 1 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | | 82 | 20 | 102 | |

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 817 Issue 1

News Channel 8 **Metv** **TBO.com**
Tampa Bay Online

WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

| | | |
|--|--|--|
| Client: American Crossroads/ Issue | Submission Cost: 11/27/1274 | Campaign Ref: E:063945920 |
| Buyer: ...W... | Client/Product/Estimate: 2 | Sales Rep: H.R.P. Washington, DC |
| Schedule Dates: 10/29/12 to 11/11/12 | Order Ref: 06394592 | |
| Est./PO Number: 06394592 | Business Type: POLITICAL | |
| Associated Copies: No | Business Category: Transactional | |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 10/29 | 11/05 | Total | Cost |
|--|--------------------------------------|-----------------|-------------|------------------|--------------|--------------|--------------|-------------|
| 85 | M-F 10a News | 02 | | 275 | 30 | Nbr of Spots | 1 | 1 |
| | ..W... | | | Comme | | | | 275 |
| 86 | M-F 1030a Extra | 02 | | 250 | 30 | Nbr of Spots | 1 | 1 |
| | ..W... | | | Comme | | | | 250 |
| 87 | M-F 1135p ET / 1035p CT Tonight Show | 01 | | 1300 | 30 | Nbr of Spots | 1 | 1 |
| | ..W... | | | Comme | | | | 1300 |
| 88 | M-F 12p Today Show III | 01 | | 400 | 30 | Nbr of Spots | 1 | 1 |
| | ..W... | | | Comme | | | | 400 |
| 89 | M-F 2p Rachael Ray | 02 | | 450 | 30 | Nbr of Spots | 1 | 1 |
| | ..W... | | | Comme | | | | 450 |
| 90 | M-F 3p Doctors | 02 | | 750 | 30 | Nbr of Spots | 1 | 1 |
| | ..W... | | | Comme | | | | 750 |
| 91 | M-F 4p Dr Oz | 01 | | 1130 | 30 | Nbr of Spots | 1 | 1 |
| | ..W... | | | Comme | | | | 1130 |
| 92 | M-F 5a News | 01 | | 300 | 30 | Nbr of Spots | 1 | 1 |
| | ..W... | | | Comme | | | | 300 |
| 93 | M-F 5p News | 01 | | 1700 | 30 | Nbr of Spots | 1 | 1 |
| | ..W... | | | Comme | | | | 1700 |
| 94 | M-F 530a News | 01 | | 550 | 30 | Nbr of Spots | 1 | 1 |
| | ..W... | | | Comme | | | | 550 |
| 95 | M-F 530p News | 01 | | 1700 | 30 | Nbr of Spots | 1 | 1 |
| | | | | | | | | 1700 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 82 | 20 | 102 | |
| | | | | | | | | |

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 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
 Submission Number 817 Issue 1



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Original

| | | |
|--------------------------------------|-------------------------------------|-------------------------------|
| Client: American Crossroads/ Issue | Submission Cost: 195725 | Campaign Ref: E-063945920 |
| Buyer: | Client/Product/Estimate: 11/27/1274 | Sales Rep: HRP Washington, DC |
| Schedule Dates: 10/29/12 to 11/11/12 | Weeks: 2 | Order Ref: 06394592 |
| Est./PO Number: 06394592 | Contract type: Political | Business Type: POLITICAL |
| Associated Copies: No | Business Category: Transactional | |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 10/29 | 11/05 | Total | Cost |
|--|--|--------------|------|-----------|--------------|--------------|-------|-------|
| 96 | ..W... | | | Comme | | | | |
| | M-F 6p News | 01 | | 2600 | 30 | Nbr of Spots | 1 | 1 |
| | ..W... | | | Comme | | | | 2600 |
| 97 | M-F 6a News | 01 | | 1500 | 30 | Nbr of Spots | 1 | 1 |
| | ..W... | | | Comme | | | | 1500 |
| 98 | M-F 630p ET / 530p CT NBC Nightly News | 01 | | 7000 | 30 | Nbr of Spots | 1 | 1 |
| | ..W... | | | Comme | | | | 7000 |
| 99 | M-F 7p News | 01 | | 2200 | 30 | Nbr of Spots | 1 | 1 |
| | ..W... | | | Comme | | | | 2200 |
| 100 | M-F 7a Today Show | 01 | | 2000 | 30 | Nbr of Spots | 1 | 1 |
| | ..W... | | | Comme | | | | 2000 |
| 101 | M-F 730p Entertainment Tonight | 01 | | 2200 | 30 | Nbr of Spots | 1 | 1 |
| | ..W... | | | Comme | | | | 2200 |
| 102 | M-F 9a Today Show II | 01 | | 1050 | 30 | Nbr of Spots | 1 | 1 |
| | ..W... | | | Comme | | | | 1050 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 82 | 20 | 102 | |
| Grand Totals | | | | | | | | |
| Month 11 Weeks: 4 | | | | | | | | |
| Totals | | 10/29 | | | 11/05 | | | |
| Spots | | | | | | | | |
| Cost | | 102 | | | 82 | | | |
| | | | | | | | | |
| | | 195725 | | | 157270 | | | |
| | | | | | | | | 38455 |

Grand Totals:

| | |
|---------------------|-------------------|
| <u>Spots:</u> | <u>102</u> |
| <u>Gross Total:</u> | <u>195,725.00</u> |
| <u>Commission:</u> | <u>29,358.75</u> |
| <u>Net Total:</u> | <u>166,366.25</u> |